

The Punta Gorda Herald

PUNTA GORDA — In Tropical Southwest Florida, a Seaport on the Famous Charlotte Harbor — a Town that is Known for its Natural Attractions and the Hospitality of a Cosmopolitan Citizenship

VOLUME XXIV — NUMBER 39

PUNTA GORDA, FLORIDA, THURSDAY, SEPT. 23, 1916

5c. A COPY; \$1.50 A YEAR

DECISION OF FAR REACHING EFFECT

Rendered by United States Court in Palatka Land Company Case

INVOLVES STATEMENTS MADE IN ADVERTISING

Is Held that All Representations Must be Made Good—Has General Application and Brings Up Other Questions

A decision of far reaching effect has been rendered by the United States court in the Palatka land company's case that has been in court since some time last year. The history of the case as related by the newspapers is that the company was prosecuted by one of its purchasers for certain misrepresentations in its advertising matter. The company delivered to each purchaser the full equivalent of the money he had paid, and the lower court exonerated the company, holding that was all that could be reasonably expected in the sale of lands or anything else. But the dissatisfied purchasers of the land carried the case to the United States court, where the decision of the state court was reversed. The upper court held that it was not enough to deliver a full equivalent in value for the money paid by a purchaser, but the man selling an article which had been advertised in the public print, and thus attracted the attention of the people to it, must make good all the statements made in said advertisements and literature.

The decision is very broad in its application and covers all kinds of transactions where there is bargaining and sales made on the basis of advertising. Therefore it will behoove all who are pushing property of any kind through advertising to be very exact as to the statements made regarding the thing offered.

Florida people have felt for some time that something should be done to protect the good name of the state and the stranger who comes to invest his money here against fraudulent land deals, but it has been such a difficult matter to get at the land shark without injuring the legitimate dealer that little effort has so far been made. It is generally taken for granted that the person who buys land without first seeing it needs a guardian, and no one feels called upon to volunteer for the appointment. Hence the honest dealer and the people at large have suffered for the sins of the sharks.

We must now face the effects of this far-reaching decision of the court. The question arises: If the Arcadia Commercial Club, in its forthcoming booklet, should make certain representations as to what can be done on an acre of DeSoto county soil—basing such statements upon the actual experiences of others—and the real estate dealers sell their lands on the strength of this advertising will the dealer or the club be held accountable in the courts if any purchaser of lands fails to make good? The court has held that the advertiser "must make good all the statements made in his literature and advertisements." Who is going to see that the purchaser tried to make good on the land and that the methods he used were such as to produce successful results?

Florida has within its borders the most valuable agricultural lands in the world. It also has some of the most worthless lands in the world. The trouble all along has been to restrain fraudulent dealing in the latter class without hampering developments in the class of land first mentioned. It seems that this could be done in some manner. Perhaps it would be wise to have the department of agriculture specify just what kinds of lands in this state are unsuitable for agriculture purposes and then place a heavy penalty upon the men who sell

this class of land as being arable. There should be no field of operation here for the crook in any line. The truth about Florida will serve every purpose of legitimate advertising, but we should no longer allow the truth to be discounted and set at naught by the exploits of fakes and frauds.—St. Augustine Record.

Bank Robbers Escaped

The final chapter in the story of the robbery of the Homestead bank and the murder by the robbers of three members of the sheriff's posse that pretended to pursue them, is thus related by the Palm Beach Post of last Sunday:

The latest news from the scene of the now famous bandit hunt on Key Largo was received here last night when train 38 came in. No less authority for the authenticity of the information is Traveling Auditor Budd, of the Flagler system, who receiving the story from a gasping, frightened negro on Key Largo, who ran seven miles to the train.

The negro breathless stated that on Wednesday night four men came to the hut occupied by himself and another negro on the northeast extremity of Key Largo. His partner was absent. The four men were ragged and tattered and evidently worn out with privation and exposure. They took possession of the hut and its belongings, using such clothing as they could, took all the provisions the negroes had and the ammunition. They opened a bag of money and dried the bills. The negro waxed incoherent when he attempted to describe the mass of money the men displayed.

Taking turns sleeping, the bandits remained in the hut until yesterday morning, when about daylight they procured a row-boat, provisioned it with water and the last scrap of "rations" the negroes had and set out in the direction of the Ten Thousand Islands.

The frightened negro stated that as soon as the four bandits were safely at sea, he set out as rapidly as he could toward the railroad, about seven miles distant. When their northbound train came along he told his story.

This sets at naught the rumors that the bandits had divided into two bands, and that one or more are killed or wounded. It would now seem that the hunted quartet are sound in wind and limb, well provisioned and exceedingly well financed, with the brave posse safely in the rear and the wide, wide world before them. It is hardly probable that the negro fabricated the story, even though the details may be slightly overdrawn. Certainly this tale is as creditable as the thousand and one others that have emanated from the fastnesses of Key Largo and vicinity for the past several days.

Advertising Fakers

Swat the "Advertourist!" This is a new name for a perennial nuisance—the man or woman who blows into Florida with the first cool blasts of winter, tours the State and makes the business men of the communities he or she visits put for the expenses of the trip by contributing to some worthless advertising scheme. Every winter we have them with us, in one guise or another, sometimes getting up a booklet, sometimes a directory, sometimes a book of recipes—the variations of the game are innumerable, but the object is the same in every instance, to make the merchant and business man cough up for the benefit of some one who has no interest in the community whatever, and who stays just long enough to collect from his victims, and then hies away to new fields. Our merchants should stand firmly and solidly against these impositions, and confine their advertising wholly to home enterprises, which deserve their support and will give them something for their money.—Lakeland Telegram.

Grapefruit from the Isle of Pines ranges in price from \$4.50 to \$7 per box.—Ocala Banner

Children Must Be Taught the True Meaning of Love of Country

By EDWIN DE MERITTE, Educator

OUR children should be taught our needs, our opportunities and to remedy our needs and to develop our opportunities. Now is the opportunity. The education of the child today is a difficult proposition. The child has a false idea of his importance, due to home training, and a false or, rather, no idea of his duty to his fellow beings, be it home, town, city, state or nation.

Just now there is a rush for preparedness. It is a fad. Few know what it means; therefore it is not a deep rooted conviction and is of little value. Patriotism and preparedness must go hand in hand.

TO THE SCHOOLS BELONG THE TRAINING, THE ROUSING OF A LOVE FOR OUR COUNTRY, BRAVERY FOR HER DEFENSE AND THE NECESSITY FOR US TO BE READY.

To the teachers belongs this stupendous task. They must not shirk their duty. They must become walking encyclopedias on the subject. They must put in the way of their pupils all literature on the subject. They must train the child that the prevention of war is our readiness to ward off an attack, that we must not sit idle while others reap the rewards of commerce AND THAT IT IS NOT MERELY THEIR RIGHT, BUT THEIR DUTY, TO HELP IN THE PREPARATION.

Clean-Up Week

Clean-up week in Florida!

The Civics Department of the Florida Federation of Woman's Clubs is sponsor for it—with their feminine instinctive dislike for dirt they have recognized the necessity and have put the idea into working order by designating the six working days from Monday, October 9, to Saturday the 14th, as the time for all Florida cities to get busy, to gather up the stray tin cans and trash and hide them or better yet, to destroy them.

The women at first proposed to invoke the aid of the state authorities to set aside a week for general housecleaning all over the commonwealth but it was decided that it was the business of each municipality to take care of its own washing, and so the mayor of every city that has a mayor, has been asked to start the proposition in its own balliwick, and leave it to the Governor to proclaim a day for general thanksgiving when the cleaning is done.

The State Board of Health not only heartily favors the plan and urges that every city shall set aside this particular week for this particular work, but it also seriously endorses the intention of the women's club throughout Florida, to make clean-up week not an annual, but a semi-annual institution, fixing such a period for "brushing up" every spring and every autumn.

In the days and years that are gone, individual cities and towns in Florida have had occasional spasms of cleanliness, which had splendid advertising value at least. But such efforts have been spasmodic and with few exceptions these have not been permanently recurring. Now that the women by organized effort have undertaken to spread the practice, there is little doubt that it will become permanent, regular, efficient and of immense value to the state. More than this, it will make Florida among the first, if not the first state in the Union, to have all its cities swept and garnished regularly and often.

But clean-up week means more than a popular effort to remove trash from the streets and alleys. For, after all, loose dirt that is carried and scattered by every wind that blows, however disagreeable it may be, is not the most serious menace to health that is to be found in every city, whether in Florida or in other states. It is the things that don't show, the things you have to hunt for, that do the real harm. And in the thorough cleaning that the women will probably insist on week after next, will be their filling up of drains of water holes, the breeding places of mosquitoes, the mending of broken sewers that don't do their duty, the screening of heretofore unscreened earth closets which breed flies and death. It will mean the removal or the repairing of unsanitary home surroundings which increase the sick rate.

Possibly it will secure what most city councils refuse to en-

force by ordinance—the careful screening of refuse from livery and other stables, which left uncovered releases its myriads of manure-bred flies, the carriers of several highly fatal diseases.

Many, perhaps most, of the unsanitary neighborhood nuisances are maintained on their own premises by individual home-keepers. If the evil results could be confined to these householders, the punishment would be kept and inflicted where it belongs, but unfortunately these results are carried to the unoffending neighbors.

If the women of Florida can discover a method for abating such nuisances, for compelling offenders to cease their sinning, if they will arouse and make effective a public sentiment for the better municipal sanitation in Florida they will accomplish more for the lasting good of the state than the votes of their fathers and brothers have been able to bring about up to this time. And it has been generally observed that the women's clubs in Florida usually finish what they start.—State Board of Health.

Why is a Bond Trustee?

One of the several Florida laws which, if ever needed, is now unnecessary, is that which requires that monies voted in bond issues must be turned over to a board of trustees for the proper handling thereof. Why such a law was ever passed is more or less of a mystery, as it has been proven time and again that these trustees are not needed, that bond funds can be economically and judiciously expended without the assistance or interference of any such board, and that for the alleged work which they do in connection with the administration of the funds the trustees are paid far too much.

When the city of Miami votes a bond issue trustees are not appointed to take charge of the funds. Yet the bonds are invariably sold above par and at a figure higher than secured for county issues, and there has never been a complaint as to the handling of the funds. The city has its regular officers—mayor, auditor and councilmen—administer the bond funds as they do the monies received from taxes without extra remuneration and without the assistance of some outside board.—Miami Metropolis.

Every good Democrat should send his contribution as large as possible to Henry Morgenthau, No. 30 East 42nd St., New York City, the Treasurer of the National Democratic Committee. If you can only send one dollar, however, form a club and get other friends to join you and send as much as you can in a lump, and if every Democrat does his duty, Woodrow Wilson will be overwhelmingly elected President.

The president of the Florida Press Association will call a special meeting of the state press to see what action can be taken to

meet the present crisis in the paper situation. The shortage of paper and the advance in prices make it imperative to raise the rates or reduce the size of the papers. Paper has gone up 140 per cent., and by January 1st will be difficult to buy at 10 cents per pound, an increase of nearly 400 per cent.—Sarasota Times.

The Truth About Florida

Florida, with good claims for the oldest settlement in this country, is one of the newest states in point of development. Perhaps it were more accurate to say has been one of the newest, for the past few years have worked changes almost magic. To the visitor there is an endless variety to enjoy. The live oaks which were young when Christ was born, their branches pendent with hanging moss; palms by millions, lofty pines, giant cypresses, and all manner of wonderful semi-tropical growth, blend their odor with ocean breezes. Miles upon miles have been cleared, and where recently existed an almost impenetrable jungle have appeared rich farms, producing two and three crops per year.

Orchards of oranges and grapefruit and plantations of pineapple lend charm and variety to the summer day in winter months. Land that has been gathering rich deposits of dying vegetation for tens of thousands of years, and which rivals the fertility of the Nile and Euphrates, has been drained to grow early fruits and vegetables which find a welcome market in the snowbound North. Camphor and indigo, coconut and pecan, find conditions favorable to their growth. Hundreds of lakes and rivers are alive with fish and ducks; in the woods are game; a thousand miles of shore on ocean and gulf afford sea bathing in January; the winter climate rivals that of the Mediterranean. In most states the hunting season begins as the tourist season ends, but in Florida this is reversed and the sportsman has both fresh and salt water fishing all winter, with abundance of ducks, geese, quail, wild turkey, deer, and bear, within an hour's ride from his hotel. If he enjoys yachting and motor-boats, 2,000 miles of inland sheltered waters invite him every day in the year.

Nearly half the population of the United States are within a 24-hour journey by rail of this land of sunshine. A million people living where snow falls in winter could, and in the near future will, enjoy this vast pleasure ground each year. The one thing which has stood between this promised land and many thousands of winter visitors has been the absence of good roads. There have been stretches of good roads, but separated by links which were anything but a joy to motorists. Now this is rapidly changing. County after county has voted road bonds by the million dollars, and the state is being crossed in all directions by paved highways on which the tourist can do his 200 miles, or more, in a day, in comfort. The states leading north and northwest are also providing state roads which rival those in the North, and the vast procession of cars which passed into Florida the past winter carried license signs of probably every state in the Union. These license signs, by the way, serve as a first aid to new acquaintanceship, and the spirit of comradeship which pervades Florida renders it very easy, especially for visitors from the same state, to make new friends. It is no unusual sight to see several cars from different parts of the same state touring together, whose owners have never met before.

Already over \$12,000,000 has been appropriated—one county alone is spending \$1,500,000, and others a million each—for paved highways. No other state affords so many miles of motor roadway bordering ocean, gulf, rivers and lakes. The automobile tourist literally rolls along through avenues of palms.—Popular Mechanics Magazine.

Uneasy lies the head that wears a crown anywhere in the Balkans.

COMBLES IN HANDS OF ENTENTE ALLIES

Several Other Towns Are Taken in General Advance Early in Week

THE FRENCH TAKE GERMAN TRENCHES

Result of Thrust in Direction of Peronne — Rumanians Apparently Holding Own — Events in Macedonia and Arabia

London, Eng.—Attacking simultaneously on an arc of fifteen miles running from Martinpuich to the Somme, the British and French forces have delivered another smashing blow on the German lines, and pushed forward their positions for notable gains.

From Martinpuich to Combles, a distance of six miles, the British have driven on their wedge to a depth of more than a mile and captured in the attack the important strategic towns Les Boeufs and Morval, the latter a scant mile north of Combles.

To the French fell the town of Rancourt, two miles east, and the outskirts of Fregicourt, in the vicinity of Bouhavesnes and to the south from the vicinity of the Canal Du Nord to the Somme were taken. Combles was entered on Tuesday.

Another notable step in their approach upon Peronne is marked in the capture by the French of trenches in the Canal Du Nord region. Except in France there have been no important engagements on any of the various fronts. Berlin reports the repulse of Russian attacks in Volhynia, Galicia, and the Carpathian Mountains. Petrograd is still silent as to the operations on the Eastern front, but unofficial advices say the Russians have begun a new offensive on a large scale in the hope of putting down the counter-attacks of the Teutons and piercing their front before winter sets in.

The Rumanians are still struggling for the supremacy over the Teutonic Allies in the Szurdok and Vulcan passes of the Transylvanian Alps, but according to Berlin all their attacks have been repulsed.

In the Macedonian campaign continued reports of successes for the Entente Allies come from the various war chancelleries. West of Florina, the Russians have captured a hill from the Bulgars; the Serbians have crossed the frontier into their own country and reached a position north of Kreusgrad, while the French northeast of Florina have penetrated the outskirts of Petrak. The British to the north of Lake Tabinos, on the eastern end of the battlefield also report an advance, but Berlin says that all their attacks were repulsed.

Aside from the capture by the Italians of an important mountain peak on the Trentino front, only bombardments have taken place in the Austro-Italian theatre. Another success for the Arabian revolutionists is reported in a Reuter dispatch from Cairo today. It states that the sheriff of Mecca, leader on the revolutionary movement which has resulted in the capture of Turkish garrison at Mecca and other important points, now reports that the Turkish garrison which has been holding out in the forts of Taif, sixty-five miles east of Mecca has been forced to surrender. The troops that surrendered, the dispatch adds, comprised fifty officers and 800 men with a large number of guns and a number of military stores.

British monitors and destroyers bombarded the Belgian coast Sunday between the Heyst and Bruges according to a Reuter dispatch from Flushing.

Miss Agnes E. Harris, state agent for girls' club work, intends to have some of the home demonstration agents meet with the county agents at the University of Florida, October 2 to 7.